"Vocus has been an absolute lifesaver for me. It's saved me a lot of time. I'd recommend Vocus to any small PR operation that wants to operate efficiently and effectively with the media, internal audiences and others who count on measurement of PR. It's by far the best tool I've seen out there."
– Tyler Andrew, Public Relations Manager

Challenge
X-Rite must quickly identify overseas media contacts and outlets, distribute news, attend trade shows and deliver reports to executives – all with only one PR manager and an intern.

Solution
Vocus Public Relations software provides the up-to-date, global media database X-Rite needs, as well as streamlined list-building, personalized distribution and powerful report generation.

Results
With Vocus, X-Rite's lone PR manager builds targeted lists in minutes, distributes news directly to contacts, is equipped with key details that enhance pitches and pulls detailed reports on the fly. With centralized, efficient PR management, he reaches more of the right contacts, more quickly, leading to a 20 percent increase in coverage.

One-Man PR Department Manages Global Media Relations, Increases Coverage with Vocus Public Relations

Customer Profile
X-Rite (NASDAQ:XRIT) provides hardware, software and support solutions that ensure color accuracy and data communication when color output is critical to business. Thousands of companies worldwide – in industries such as graphic arts, printing, packaging, digital and on-demand printing, and manufacturing – count on X-Rite products to ensure color accuracy on home décor items, packaging, automobiles and printed materials. Based in Grandville, Michigan, X-Rite has 18 sales and service offices covering 80 countries worldwide. Founded in 1958, X-Rite's products and services generated $117 million in revenue in fiscal 2003.

Challenge
Serving a worldwide market and multiple industries, X-Rite's PR efforts span the globe. The company's PR manager, working with only an intern's help, must quickly identify overseas media contacts and outlets, distribute news and attend trade shows. In the past, he managed media contacts, built lists, and created reports manually, which took away valuable time needed for more strategic initiatives. X-Rite hoped to centralize and streamline its PR activities to reach more contacts with more targeted information, and simplify the process of analyzing its coverage and efforts.

Vocus Public Relations Software Solution
Tyler Andrew, public relations manager at X-Rite, considered several options in his search for a centralized public relations solution. Some applications didn't offer the regular contact updating the company desired, while others were unproven. Others fell outside the company's budget. Andrew found all the functionality, in an affordable package, in Vocus Public Relations software, an online software product for public relations. Frequent updates to the contact database and access from any location were key selling points.

"We wanted a system to access and track everything easily," Andrew said. "We chose Vocus for the overall value proposition for what we needed and what the software delivered. It wasn't just price, but what Vocus offered in terms of saving us time and money."

An Up-to-Date Source of Worldwide Contacts
With Vocus, X-Rite taps into a current database of media contacts to target key media and build lists. Vocus updates its contact database regularly, which ensures that X-Rite has the most up-to-date contact information available. Andrew can quickly search for media worldwide, even in key overseas markets, and is equipped with the contact information to deliver company news to them immediately.

Vocus stores every communication with every contact, automatically logging all emails and faxes with the corresponding contact record. Additionally, PR records important details of every call and conversation in contact records. With so many contacts to manage, Andrew appreciates the historical contact details that support better media relationships.

Quick, Simple List-Building

Andrew also turns to Vocus to build targeted lists for its many geographical and industry related markets. In minutes, he draws on Vocus' extensive database and creates a list he can trust to be current and reach the right media. Andrew estimates that the simple list-building capability in Vocus saved him almost a full work-week alone in the first year.

As a public company, X-Rite releases company news publicly through wire services. However, PR also distributes news with Vocus to its own contact lists, ensuring that news reaches its contacts directly. Direct delivery to key contacts, tagged with Tyler Andrew's name, increases the chance that media will take notice of X-Rite releases and enhances media relations. Reporters can reply with questions or comments. The company also saves a couple thousand dollars on the releases it sends out directly, as opposed to using the wire for all releases.

When Andrew attends trade shows – 25-30 percent of the time – he has continuous access to his lists, empowering him to release news at shows.

Additionally, X-Rite has started leveraging Vocus Email Campaigns, an interactive method of distributing news. Recipients can choose from a variety of links to request more information or read about Vocus. The software tracks all click-through actions, giving X-Rite insight into journalists' interest levels and the response to specific news. On direct communications, PR records 30-50 percent click-through rates.

> "With all our data in one spot in Vocus, we can do reports in minutes. The executive team loves our reporting."

Key Metrics in Minutes

Andrew also leverages Vocus to measure his efforts and share that information with the executive team. Using Vocus Analytics, he assembles weekly clip count reports in minutes. In about the same amount of time, he creates quarterly reports with the additional details execs desire, such as competitor coverage, and coverage by division, publication or geographical area. Colorful, easy-to-understand graphs quickly convey the information to X-Rite leadership. Before Vocus, Andrew could spend an entire day preparing quarterly reports.

Results: More Coverage, Less Manual Busywork

With targeted, current lists and direct distribution, Andrew reaches the right media quickly, and is empowered with the information to build relationships with contacts. The ability to release news without delay to the most appropriate contacts contributed to an increase in coverage of approximately 20 percent during the first year of using Vocus. Most importantly, by reducing manual busywork, Vocus has helped Andrew become a one-person PR powerhouse.

"Vocus has been an absolute lifesaver for me. It's saved me a lot of time," Andrew said. "I'd recommend Vocus to any small PR operation that wants to operate efficiently and effectively with the media, internal audiences and others who count on measurement of PR. It's by far the best system I've seen out there."

The Americas
4296 Forbes Boulevard
Lanham, MD 20706
Phone: 301.459.2590
Fax: 301.459.2827
Toll Free: 800.345.5572
info@vocus.com

About Vocus, Inc.

Vocus is the global leader in on-demand software for public relations and government relations. Vocus offers Web-based software that helps companies to meet today's local and global communications challenges, and to build and manage relationships with reporters, analysts, elected officials and other key audiences. Our award-winning software helps customers manage media relations, news monitoring and analysis, interactive email campaigns, online newsrooms and government relations activities. Vocus software is delivered as an easy-to-use and cost-effective annual subscription, with no need for internal hardware, software or IT support. Vocus has received broad industry recognition and is used around the world by more than 1,000 organizations in five languages. Vocus is a privately held company with headquarters in metropolitan Washington and offices in North America, Europe and Asia. For more information please visit www.vocus.com or call 800.345.5572.